

Trolleys Lead  
To

The Boston Store

The Boston Store

The Business  
Center  
of Norwich

# THE JANUARY SALES

*Celebrating in every Department  
the Close of a Noteworthy Year  
in Merchandising*

## BEGINS SATURDAY MORNING

### This Is Your Biggest and Best "Lowest Price" Sale of the Whole Year

We speak of it as "your" sale, because it is yours in the very truest sense of the word. It brings to YOU the greatest "genuine savings" which the mercantile year can offer you---savings upon merchandise of the most dependable sorts. As scarce as good merchandise is, we have lowered the prices on hundreds of the most desirable things which you will require for personal and household use during the coming months. This is done in the face of a rising market. Make the greatest use of it. Buy now at these lowest prices---the profits are yours---this is YOUR sale.

#### Kitchenware Department

5-quart White Enamel Saucepan ..... SALE PRICE 65c  
2-quart White Enamel Teapot..... SALE PRICE 65c  
Blue Enamel Ware  
Wash Basin, large size..... SALE PRICE 49c  
2-quart Milk Kettle..... SALE PRICE 49c  
1 1/2-quart Coffee Pot..... SALE PRICE 49c  
Dish Pan ..... SALE PRICE 59c  
2-quart Berlin Kettle..... SALE PRICE 55c  
2-quart Berlin Saucepan..... SALE PRICE 55c  
Triangle Polish Floor Mop .... 49c  
Triangle Dust Mop..... SALE PRICE 49c  
Floor Cloth ..... SALE PRICE 25c  
Clothes Pins, SALE PRICE 2c DOZ.  
Washboard ..... SALE PRICE 45c  
Choppings Bowls .. 5c, 10c, 19c 25c  
White Wall Dusters..... SALE PRICE 55c  
Dustless Brushes, SALE PRICE 25c  
Bread Mixers .. SALE PRICE \$1.50  
Wood Coat Hangers..... SALE PRICE 5c  
Wood Mixing Spoons..... SALE PRICE 2c  
12-ounce Bottle Cedar Oil..... SALE PRICE 39c  
Plated Teaspoons..... SALE PRICE 5c EACH  
Odd Lot Food Choppers, 50c EACH  
Wire Strainers .. SALE PRICE 3c  
Keen Kleener Scouring Powder 5c  
Floor Scrubs, long handle .... 29c  
Closet Brushes .. SALE PRICE 21c  
Folding Coat Hangers ..... 4c  
Tin Pie Pans .... SALE PRICE 2c

#### Silk Department

18-inch Messaline formerly 50c to 75c a yard. Colors only..... SALE PRICE 19c  
26-inch Messaline in all colors and black. Dollar quality..... SALE PRICE 83c  
35-inch Messaline in a complete color line. Regularly \$1.50 a yard ..... SALE PRICE \$1.33  
Creme de Chine, 40 inches wide, in both light and dark colors..... SALE PRICE \$1.39  
40-inch Creme de Chine---good weight and pure silk. Value \$1.79 ..... SALE PRICE \$1.59  
Printed Creme de Chine, in small designs, 40-inches wide. Regularly \$2.00 and \$2.50 a yard..... SALE PRICE \$1.35  
Fancy Plaid and Stripe Silks, 35 inches wide and a big assortment to select from. Value \$2.00..... SALE PRICE \$1.77  
Satin Radiant---a soft medium satin, 40 inches wide, in all colors and black. Regularly \$2.00 a yard ..... SALE PRICE \$1.79  
40-inch Creme Mator, in light and dark colorings. Regularly \$3.00 ..... SALE PRICE \$2.45  
40-inch Charmeuse, a \$2.50 grade in street colors principally..... SALE PRICE \$2.10  
Moire Poplin, 42 inches wide, a suiting weight in all desirable colors. Value \$3.00..... SALE PRICE \$2.29

Baldings Fancy Lining Satin, a yard wide, in handsome designs and colorings. Value \$1.75..... SALE PRICE \$1.57  
Skinner's Fancy Lining Satins which we have sold for \$2.25 a yard. A yard wide..... SALE PRICE \$1.89  
Satin Stripe Voile, 40 inches wide in a choice selection of handsome colorings. Regularly \$2.50 a yard ..... SALE PRICE \$2.17  
Haskell's Black Silk in all weaves. Every weave Guaranteed. AT SPECIAL SALE PRICES

#### Dress Goods Department

Gray Mixture Dress Goods in a weight suitable for skirts or one piece dresses ... SALE PRICE 39c  
Black and White Shepherd Checks 59c quality..... SALE PRICE 49c  
\$1.00 quality..... SALE PRICE 79c  
\$1.50 quality..... SALE PRICE \$1.29  
\$2.00 quality..... SALE PRICE \$1.79  
Plaid Serges, yard-wide and suitable for children's dresses..... SALE PRICE 65c  
40-inch All-Wool Poplin, in all the staple colors..... SALE PRICE \$1.10  
Wool Crepe, 40 inches wide. Just right for one-piece dresses..... SALE PRICE \$1.05  
All-Wool Cheviot, in a suiting weight. Excellent colors shown..... SALE PRICE \$1.79  
54-inch Wool Velour of medium weight. All the best colors. Value \$3.00 a yard..... SALE PRICE \$2.55  
Donagel Tweeds for heavy suits or coats. Four good mixtures. Regularly \$3.00 a yard..... SALE PRICE \$2.45  
Wool Plush Coatings in five desirable colors. 54 inches wide. Regularly \$3.50 a yard..... SALE PRICE \$2.98  
Fancy Coatings in brown, blue and grey. 54 inches wide. Value \$2.50 ..... SALE PRICE \$1.59  
REMNANTS AT SPECIAL PRICES

#### Neckwear Department

50c Collar and Cuff Sets, in sheer organdie. Smart styles..... SALE PRICE 35c  
Organdie, Satin and Net Collars, in all the newest styles. Value 50c ..... SALE PRICE 35c  
High Stock Collars, in net, satin and lace. Values \$1.50, \$1.00 and 75c ..... SALE PRICE 35c  
Jabots of lace and net. Sold for 50c and 75c ..... SALE PRICE 15c  
Men's Fine Cotton Handkerchiefs, with white or colored borders ..... SALE PRICE 10c  
Men's Linen Initialed Handkerchiefs, not all initials here..... SALE PRICE 15c  
Women's Handkerchiefs, in linen or cotton and plain or colored borders ..... SALE PRICE 15c  
Women's Cotton Handkerchiefs, with plain or fancy colored borders ..... SALE PRICE 10c  
Women's Cotton Handkerchiefs, with plain or colored border..... SALE PRICE 5c



## January Clearance of Muslin Underwear, Corsets and Infants' Wear

**CORSET COVERS**  
SALE PRICE 25c

Some very good covers which we should sell for 39c, made of good muslin and attractively designed and trimmed with fine embroideries. All sizes from 34 to 44.

**ENVELOPE CHEMISES**  
SALE PRICE 79c

Some regular dollar garments make up this lot which we are going to sell so cheap, and they are a mighty good looking lot---well made and good quality.

**A NIGHT ROBE BARGAIN**  
SALE PRICE 59c

These are low-necked models---an extra good value and all sizes are here. Laces and embroideries have been used very effectively in trimming them. Actual value 79c.

**LONG WHITE SKIRTS**  
SALE PRICE 59c

A Long Skirt at this price is a great bargain, and these Lace and Embroidery Trimmed Skirts are wonders for the money. The kind we sell for 79c.

**HANDSOME COMBINATIONS**  
Just Half Price

Cover-and-Drawers and Cover-and-Skirt Combinations---our entire stock of them---the values ranging from \$1.00 to \$4.98. All will go at half price.

**CHILDREN'S DRESSES**  
SALE PRICE 98c

A small lot of Children's Dresses, both colored and white, in sizes from 2 to 5 years. These Dresses are all of exceptional value, going as high as \$3.50. A chance to get a good dress for little money.

**CHILDREN'S DRESSES**  
SALE PRICE \$2.98

Another small lot of genuine bargains which we intend to dispose of during this sale. Sizes from 2 to 6 years are offered, the values running as high as \$4.98. Only White Dresses in this lot.

**CHILDREN'S WINTER COATS**  
Just Half Price

Handsome Winter Coats for children from 2 to 6 years. The materials are Chinchilla, Velvet and Broadcloth, and the values run from \$5.98 to \$10.98.

**ALL OUR CHILDREN'S HATS**  
At Half Price

**CORSETS IN THE JANUARY SALE**

CORSETS WHICH ARE WORTH ONE DOLLAR Low bust with elastic top, in pink, or white, sizes 19 to 25. Regular dollar values ..... 79c

CORSETS WHICH ARE WORTH ONE DOLLAR Medium high bust in white only. Sizes 19 to 30. They are well made and all good style ..... 79c

**SMALL LOT OF NEMO CORSETS** Sizes 30 to 36 only, and formerly priced from \$4.00 to \$4.50. If we have your size you will find these great bargains ..... \$2.50

#### Lace and Embroidery Department

25c Tuxedo Veilings..... SALE PRICE 15c  
8c and 10c Val and Irish Laces..... SALE PRICE 5c  
Special Lot of Laces, comprising Torchon, Cluny and Normandy Vals, from 1 to 1 1/2 inches wide. Were 15c and 18c a yard..... SALE PRICE 10c  
Fillet Lace Edges from 1 to 4 inches wide. Formerly 12 1/2c to 18c a yard ..... SALE PRICE 10c  
Embroidered Edges from 3 to 5 inches wide and priced at 8c and 10c ..... SALE PRICE 5c  
15c Swiss and Nainsook Edges..... SALE PRICE 10c  
Embroidered Edges, 10 inches wide and suitable for petticoats. Were 25c a yard..... SALE PRICE 19c  
Embroidered Flouncings of extra fine quality. Were 45c a yard..... SALE PRICE 29c  
45-inch Embroidered Flouncings that are slightly soiled. Were marked at \$1.25 and \$1.50 a yard ..... SALE PRICE 69c  
Semi-Made Camisoles of fine embroidery in white, pink and blue. Were 75c a yard..... SALE PRICE 49c  
Gold and Silver Lace Flouncings formerly \$1.50 to \$2.00 a yard..... SALE PRICE 79c  
Odd Lots of All Our Imported Novelty Lace and Metal Bands and Edges..... AT SPECIAL SALE PRICES  
Bands, Appliques and Medallions for dress trimmings..... AT LESS THAN HALF-PRICE  
Marabout and Ostrich Trimming..... AT LESS THAN HALF-PRICE

#### Ribbon Department

Moire Taffeta Ribbons, in pink, blue, green and brown and other shades. Six inches wide and worth 29c a yard..... SALE PRICE 19c  
35c Scotch Plaid Ribbons for hair bows ..... SALE PRICE 25c  
39c Dresden Ribbons for fancy work ..... SALE PRICE 25c  
45c Moire Ribbon, in all shades..... SALE PRICE 39c

#### Jewelry Department

**ALL PLATED AND STERLING NOVELTIES REDUCED ONE-THIRD**  
Balance of the Christmas Jewelry includes Lingerie Clasps, Beauty Pins, Cuff Links, Bar Pins, Brooches, etc. ---  
Value 25c ..... SALE PRICE 19c  
Value 50c ..... SALE PRICE 39c  
Value \$1.00 ..... SALE PRICE 79c  
**Pearl Beads**  
Value 25c ..... SALE PRICE 21c  
Value 50c ..... SALE PRICE 39c  
Value \$1.00 ..... SALE PRICE 79c

#### Glove Department

Washable Kid Gloves, in ivory and white. Regular price \$1.50..... SALE PRICE \$1.25  
Kid Gloves, in tan, white, brown or black ..... SALE PRICE 35c  
Cape Gloves, one clasp in white or ivory. Regularly \$1.25..... SALE PRICE \$1.10  
35c Fleece Cotton Gloves for women ..... SALE PRICE 29c  
39c Wool Gloves for children..... SALE PRICE 30c  
Children's Gloves and Mittens, made of fleece-lined kid..... Value 65c ..... SALE PRICE 50c  
Value 98c ..... SALE PRICE 75c

#### Men's Furnishings Dep't.

17c Cotton Socks in medium weight. Re-inforced heel and toe ..... 2 PAIR FOR 25c  
29c Men's Mercerized Cotton Socks, in black and colors..... SALE PRICE 22c  
35c Wool Socks, in black and natural. Heavy weight..... SALE PRICE 29c  
Heavy Shaker Socks  
65c quality ..... SALE PRICE 59c  
85c quality ..... SALE PRICE 75c  
12 1/2c Cotton Handkerchiefs..... SALE PRICE 3 FOR 25c  
President Suspenders ..... 45c  
75c Ribbed Underwear, heavy weight ..... SALE PRICE 69c  
75c Fleece Lined Underwear, heavy weight ..... SALE PRICE 69c  
\$1.50 Wool Process Underwear, natural color ..... SALE PRICE \$1.00  
**Four-in-Hands**  
Value 25c ..... SALE PRICE 19c  
Value 50c ..... SALE PRICE 39c  
Value 75c ..... SALE PRICE 63c  
Value \$1.00 ..... SALE PRICE 79c  
Value \$1.50 ..... SALE PRICE \$1.10  
Value \$2.00 ..... SALE PRICE \$1.50  
\$1.50 Ribbed Union Suits, heavy weight ecru .. SALE PRICE \$1.25  
\$2.50 Wool Union Suits, in natural color ..... SALE PRICE \$2.10  
\$1.75 Fleece Lined Union Suits, heavy weight .. SALE PRICE \$1.59

#### Art Needlework Dep't.

75c Filled Cretone Pillows..... SALE PRICE 59c  
Stamped Jewel Cloth for embroidering pillow tops, laundry bags, embroidery bags and squares, in values up to 98c..... SALE PRICE 19c  
Stamped Luncheon Sets which were 25c and 39c a set..... SALE PRICE 17c  
Odd Lot of Stamped Pieces, including centers, scarfs and pillow tops. Value to 50c..... SALE PRICE 15c  
Stamped Underwear, in pink or white. Undervests, corset covers and camisoles, in values to 98c ..... SALE PRICE 19c  
Finished Pillow Tops valued at 39c and 59c..... SALE PRICE 25c

#### Stationery Department

Correspondence Cards and Writing Paper, in six of the latest tints. Value 29c..... SALE PRICE 24c  
60c Popular Copyright Novels..... SALE PRICE 50c  
**Boys' and Girls' Books**  
Value 60c ..... SALE PRICE 50c  
Value 50c ..... SALE PRICE 39c  
Value 35c ..... SALE PRICE 29c  
Value 25c ..... SALE PRICE 21c  
\$1.00 Boston Pencil Sharpener..... SALE PRICE 89c  
Writing Paper of good quality, in pound packages..... SALE PRICE 24c



## Special Bargains In Men's Shirts and Mufflers

#### SHIRTS

**\$1.25 SHIRTS FOR ONLY 95c**  
Fine Negligee Shirts in coat style with laundered cuffs, made of a fine quality of French percale.  
**DOLLAR SHIRTS FOR ONLY 79c**  
Made of a good percale in negligee style with laundered cuffs. We have all sizes in stock.  
**\$1.50 SHIRTS FOR ONLY \$1.15**  
Percales, Madras and Poplin in good patterns. Coat style with soft French cuffs.

#### MUFFLERS

Salesman's Samples of Fine Dress Mufflers, made of Silk Poplin and Barathea and all are reversible.  
LOT NO. 1 ..... VALUE \$1.00  
SALE PRICE 50c  
LOT NO. 2 ..... VALUES \$1.25 AND \$1.50  
SALE PRICE 75c  
LOT NO. 3 ..... VALUES \$1.75 AND \$2.00  
SALE PRICE 95c

The Reid & Hughes Co

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